

Assessment Cycle 2023-2024

NSU Robert G. Wilson Recreation Complex

Prepared by: Leah Jackson

Date: 6.28.24

Approved by: Dr. Drake Owens

Date: 7.8.24

Northwestern Mission: Northwestern State University is a responsive, student-oriented institution committed to acquiring, creating, and disseminating knowledge through innovative teaching, research, and service. With its certificate, undergraduate, and graduate programs, Northwestern State University prepares its increasingly diverse student population to contribute to an inclusive global community with a steadfast dedication to improving our region, state, and nation.

External Affairs: External Affairs provides multimedia services to promote a positive image of Northwestern State University through relationships with the local community, the media, our alumni, prospective students, donors and government and civic leaders. These offices units play an important role in showcasing the university and impacting enrollment, fundraising, alumni and community involvement, and other goals. The Division is directly involved in promoting a learning-centered environment, improving retention and graduation rates and maintaining a positive, student-oriented atmosphere. External Affairs includes a diverse segment of the university that includes Alumni and Development, The Robert Wilson Recreation Complex; NSU Press/Publications, Marketing and Branding, University Printing, the News Bureau (Office of Communications), Photo Services and Sports Information.

Robert G. Wilson Recreation Complex Mission: The mission of the Rec Complex is to enhance the quality of life for the university and the outlying communities by providing a facility for golf, tennis, swimming for the university and community's use, by providing facilities for philanthropic tournaments, facilities for aquatics classes, to provide space for community meetings and events and to contribute to improving the overall health of the community.

Methodology: The assessment process includes:

- (1) Data from assessment tools (both direct – indirect, quantitative and qualitative) are collected and returned to the executive director.
- (2) The executive director will analyze the data to determine whether the applicable outcomes are met:
- (3) Results from the assessment will be discussed with the appropriate staff.
- (4) Individual meetings will be held with staff as required (show cause).

Assessment Cycle 2023-2024

(5) The executive director, in consultation with the staff and senior leadership, will determine propose changes to measurable outcomes, assessment tools for the next assessment period and, where needed, service changes.

Robert G. Wilson Recreation Complex

Service Outcomes:

SO 1. The Rec Complex will enhance the quality of life for students and the community by providing an attractive and healthy place for golf, tennis and swimming, for group gatherings and for use in philanthropy projects such as golf tournaments.

Measure 1.1.

The Rec Complex will measure customer satisfaction through (1) Attitudinal measures – measuring the client satisfaction through assessment surveys distributed to clients (2) Direct Measures – counting the degree/volume/level of service through surveys distributed to students and (3) External validation – surveys from the community, i.e. not associated with the university. The target is 100 percent customer satisfaction.

Finding: Target not met.

Analysis: In AC 2022-2023 the target was to enhance quality of life for patrons and gage verbal feedback for customer satisfaction.

Results of a survey yielded mostly positive, but some negative feedback. The negative feedback led management to address concerns that were financially feasible. The current manager suggests that the increase in revenue sales is the best positive indicator. Revenue from sales doubled over the past year, bringing in \$450,000.

Golfing number are up. The number of golfers tends to rise in warm weather months and decline in wintertime. Over the past year, 1,340 students played rounds of golf. Rounds played by the general public were 6,823.

The Rec Complex hosted nine golf tournaments with as many as 168 golfers participating in each tournament.

Pool use peaks in summer months. 229 students used the pool last year, 302 individuals purchased memberships and 2,754 individuals from the general public used the pool.

A new director of Aquatics, Paula Ray, was appointed full-time in February. A full staff was hired to accommodate the swimmers.

Area high schools use the courts for practice and tournaments.

Pickleball is also available but usage was down this past year.

Assessment Cycle 2023-2024

The Rec Complex hosted events for Natchitoches Regional Medical Center, Alpha Omicron Pi, Superior Livestock, NGA, Krewe of Excellence, Alliance Compressors and 4-H.

Action: Based on the analysis of AC 2023-2024 results, in AC 2024-2025 the Rec Complex will focus on normal operations. Staff are open to suggestions from the community to identify the needs of their customer base. The desired target would be a 100 percent satisfaction rate.

Measure 1.2.

The Rec Complex will distribute annual surveys to determine areas of interest for extra programming and/or classes that should be developed.

Finding: Target met.

Analysis: In AC 2023-2024, the goal was to create and distribute surveys to determine programming at the pool and golf course.

Results of a survey yielded mostly positive, but some negative feedback. The negative feedback led management to address those concerns that were financially feasible. The current manager suggests that the increase in revenue sales is the best positive indicator.

Action: Based on the analysis of the AC 2023-2024, in AC 2024-2025 Rec Complex staff will evaluate ways to determine patrons' desires for programs as is feasible.

Measure 1.3.

The Rec Complex will increase membership and engagement by 30 percent.

Finding: This goal was met.

Analysis: In AC 2023-2024 the target was an increase in membership of 30 percent and increased engagement. Based on the analysis of these results in AC 2023-2024 participation showed a 12 percent increase with highest revenue sales ever. Revenue from sales doubled over the past year, bringing in \$450,000.

Rounds of golf and memberships rose with more students, members and the general public using the facility. There are 76 members and Natchitoches Central High and St. Mary's continue to use the facility for practices.

The introduction of the Natchitoches Golf Association engages adults, teens and children with age-appropriate activities and tournaments. This brand new organization has attracted new golfers of all ages. NSU will also introduce golf as a new club sport beginning with the 2024-25 academic year, with interest already high.

Assessment Cycle 2023-2024

Action: Based on the analysis of the AC 2023-2024 results, in AC 2024-2025 the Rec Complex will focus on maintaining normal operations.

SO 2. The Rec Complex contributes to recruiting and retention efforts by offering amenities attractive to prospective students.

Measure 2.1.

Finding: This goal was met.

Analysis: In AC 2023-2024 the target was to increase participation in classes, membership and interest in programming by 30 percent. Based on the analysis of these results in AC 2023-2024 the Rec Complex was at full capacity for golfers. The Rec Complex served many needs for NSU students and the community by offering golf and allowing local high school tennis and golf teams use the facilities.

With the 2024-2025 academic year, NSU will introduce golf as a new club sport and interest has been very high.

Because there is a shortage of facilities in the city and parish of Natchitoches and the adjoining Sabine Parish to accommodate golf, tennis, swimming and pickleball, the Rec Complex fills a need in the community for recreation and athletic activities. Membership is expected to grow as the complex expands.

The availability of facilities makes a positive impression on prospective students and increases their familiarity with the facility, personnel and the university.

Action: Based on the analysis of the AC 2023-2024 results, in AC 2024-2025, the Rec Complex will continue to offer classes and facilities popular with students and the local community and will increase participation in activities to make students aware of facilities and programming.

Measure 2.2.

The Rec Complex will continue to grow the facilities with grounds improvements and other amenities.

Finding: Goal met.

Analysis: In AC 2023-2024 the target was to grow with the addition of a driving range, grounds improvements and other amenities. Based on the analysis of these results staff engaged in facility maintenance and upgrades.

Assessment Cycle 2023-2024

As a result, in AC 2023-2024 target was met.

Over the past year, several changes occurred at the Rec Complex. The previous general manager of over 30 years retired and management was restructured. Jarrod Cox was named new director. David Minish was moved outside to be the Course Superintendent. Management hired an outside consultant, Andrew Rasch (Superintendent at the Links on the Bayou), to ensure that the facility is going in the right direction. The focus has been to improve the health and the playability of the greens. Paula Ray was hired full time as the Assistant Director/Aquatics Director. Management has also been working with a new local golf association, the NGA. This was formed to assist in improving golf in the Natchitoches area. Rec Complex management partnered with the group to host highly successful tournaments and a junior golf clinic.

Action: Based on the analysis of the 2023-24 results, in 2024-2025, the Rec Complex will continue to provide students and the community with fun, healthy activities.

Comprehensive summary of key evidence of improvement based on analysis of the results: The following reflects all the changes implemented to drive the continuous process of seeking improvement in AC 2023-2024. These changes are based on the knowledge gained through the analysis of AC 2022-2023 results.

Improved the facility care and maintenance leading to increased sales (doubled over the past year), bringing in \$450,000.

The number of golfers is expected to continue to rise due to the new Natchitoches Golf Association and the soon introduction of golf as a club sport at NSU.

Personnel changes have improved the usability of the facilities for golf, tennis, swimming and pickleball.

Improved reputation and cost increased use by the local community, including area high schoolers, NSU students, faculty and staff, and by civic groups and organizations.

Plan of action moving forward:

The Rec Complex maintained membership over the past year as the NSU and Natchitoches communities continued to utilize its amenities. A new golf organization added more usage to the facility. A new golf club sport is expected to bring in more golfers.

Personnel continued to maintain the existing facilities, so they are attractive and safe. The Pavilion is being used on a regular basis again.

Assessment Cycle 2023-2024

NSU Rec Complex will continue to seek new memberships and maintain the physical environment. The Complex will continue to work with groups who wish to use facilities for meetings, swimming, tennis, golf, pickleball and community events.